

WHAT IS CLAIMED IS:

1. A method of providing free subscriptions to trade publications, comprising the steps of:  
presenting screening questions to a consumer;  
receiving consumer answers in response to said screening questions;  
generating a list of trade publications based upon said consumer answers;  
transmitting said list to said consumer;  
receiving a consumer selection from said list of trade publications;  
transmitting a questionnaire comprising one or more questions to said consumer based on said consumer selection,

wherein said one or more questions comprise at least one question specific to at least one of said trade publications selected by said consumer;  
receiving consumer information in response to said one or more questions;  
generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and  
transmitting said supplier order to one or more respective suppliers of said trade publications.

2. A method of providing free subscriptions to trade publications, comprising the steps of:  
presenting screening questions to a consumer;  
receiving consumer answers in response to said screening questions;  
generating a list of trade publications based upon said consumer answers;  
transmitting said list to said consumer;  
receiving a consumer selection from said list of trade publications;  
selecting a subset of one or more questions from a questionnaire based on said consumer selection;

transmitting said subset of one or more questions to said consumer;  
receiving consumer information in response to said subset of questions;  
generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and  
transmitting said supplier order to one or more respective suppliers of said trade publications.

3. A method of providing free subscriptions to trade publications, comprising the steps of:  
presenting screening questions to a consumer;  
receiving consumer answers in response to said screening questions;  
generating a list of trade publications based upon said consumer answers;  
transmitting said list to said consumer;  
receiving a consumer selection from said list of trade publications;  
transmitting a questionnaire comprising one or more questions to said consumer based on said consumer selection,  
wherein said questionnaire further comprises one or more response selections relating to said one or more questions;  
selecting a subset of said one or more response selections based on said consumer selection;  
transmitting said subset of one or more response selections along with said questionnaire;  
receiving consumer information in response to said questionnaire;  
generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and

transmitting said supplier order to one or more respective suppliers of said trade publications.

4. The method of claim 1 wherein said questionnaire is pregenerated.
5. The method of claim 2 wherein said questionnaire is pregenerated.
6. The method of claim 3 wherein said questionnaire is pregenerated.
7. A system for providing free subscriptions to trade publications, comprising:
  - means for presenting screening questions to a consumer;
  - means for receiving consumer answers in response to said screening questions;
  - means for generating a list of trade publications based upon said consumer answers;
  - means for transmitting said list to said consumer;
  - means for receiving a consumer selection from said list of trade publications;
  - means for transmitting a questionnaire comprising one or more questions to said consumer based on said consumer selection,

wherein said one or more questions comprise at least one question specific to at least one of said trade publications selected by said consumer;

means for receiving consumer information in response to said one or more questions;

means for generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and

means for transmitting said supplier order to one or more respective suppliers of said trade publications.

8. A system for providing free subscriptions to trade publications, comprising:
  - means for presenting screening questions to a consumer;
  - means for receiving consumer answers in response to said screening questions;

means for generating a list of trade publications based upon said consumer answers;  
means for transmitting said list to said consumer;  
means for receiving a consumer selection from said list of trade publications;  
means for selecting a subset of one or more questions from a questionnaire based on said consumer selection;

means for transmitting said subset of one or more questions to said consumer;  
means for receiving consumer information in response to said subset of questions;  
means for generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and

means for transmitting said supplier order to one or more respective suppliers of said trade publications.

9. A system for providing free subscriptions to trade publications, comprising:

means for presenting screening questions to a consumer;  
means for receiving consumer answers in response to said screening questions;  
means for generating a list of trade publications based upon said consumer answers;  
means for transmitting said list to said consumer;  
means for receiving a consumer selection from said list of trade publications;  
means for transmitting a questionnaire comprising one or more questions to said consumer based on said consumer selection,

wherein said questionnaire further comprises one or more response selections relating to said one or more questions;  
means for selecting a subset of said one or more response selections based on said consumer selection;

means for transmitting said subset of one or more response selections along with said questionnaire;

means for receiving consumer information in response to said questionnaire;

means for generating a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and

means for transmitting said supplier order to one or more respective suppliers of said trade publications.

10. The system of claim 7 wherein said questionnaire is pregenerated.

11. The method of claim 8 wherein said questionnaire is pregenerated.

12. The method of claim 9 wherein said questionnaire is pregenerated.

13. A system for providing free subscriptions to trade publications, comprising:

one or more controllers which present screening questions to a consumer; receive consumer answers in response to said screening questions; generate a list of trade publications based upon said consumer answers; transmit said list to said consumer; receive a consumer selection from said list of trade publications; transmit a questionnaire comprising one or more questions to said consumer based on said consumer selection, wherein said one or more questions comprise at least one question specific to at least one of said trade publications selected by said consumer; receive consumer information in response to said one or more questions; generate a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and transmit said supplier order to one or more respective suppliers of said trade publications.

14. A system for providing free subscriptions to trade publications, comprising:

one or more controllers which present screening questions to a consumer; receive consumer answers in response to said screening questions; generate a list of trade publications based upon said consumer answers; transmit said list to said consumer; receive a consumer selection from said list of trade publications; select a subset of one or more questions from a questionnaire based on said consumer selection; transmit said subset of one or more questions to said consumer; receive consumer information in response to said subset of questions; generate a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and transmit said supplier order to one or more respective suppliers of said trade publications.

15. A system for providing free subscriptions to trade publications, comprising:

one or more controllers which present screening questions to a consumer; receive consumer answers in response to said screening questions; generate a list of trade publications based upon said consumer answers; transmit said list to said consumer; receive a consumer selection from said list of trade publications; transmit a questionnaire comprising one or more questions to said consumer based on said consumer selection, wherein said questionnaire further comprises one or more response selections relating to said one or more questions; select a subset of said one or more response selections based on said consumer selection; transmit said subset of one or more response selections along with said questionnaire; receive consumer information in response to said questionnaire; generate a supplier order for one or more free subscriptions to trade publications based upon said consumer information; and transmit said supplier order to one or more respective suppliers of said trade publications.

16. The system of claim 13 wherein said questionnaire is pregenerated.

17. The method of claim 14 wherein said questionnaire is pregenerated.

18. The method of claim 15 wherein said questionnaire is pregenerated.

19. A method of generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising the steps of:

(A) creating at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications;

(B) removing from said questionnaire at least one of said plurality of questions in response to data received from the consumer requesting one or more specific free trade publications; and

(C) transmitting said questionnaire to said customer.

20. A method of generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising the steps of:

(A) creating at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications;

(B) adding to said questionnaire at least one additional question to said plurality of questions, in response to data received from the consumer requesting one or more specific free trade publications; and

(C) transmitting said questionnaire to said customer.

21. A method of generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising the steps of:

(A) creating at least one questionnaire comprising a plurality of questions and a plurality of response selections, relating to said one or more questions, applicable to a plurality of free trade publications;

(B) removing from said questionnaire at least one response selection, in response to data received from the consumer requesting one or more specific free trade publications; and

(C) transmitting said questionnaire to said customer.

22. The method of claim 19 wherein said creating step is performed manually.

23. The method of claim 19 wherein said creating step is performed on a computer in accordance with programmed rules.

24. The method of claim 20 wherein said creating step is performed manually.

25. The method of claim 20 wherein said creating step is performed on a computer in accordance with programmed rules.

26. The method of claim 21 wherein said creating step is performed manually.

27. The method of claim 21 wherein said creating step is performed on a computer in accordance with programmed rules.

28. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising: means for creating at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications;

means for removing from said questionnaire at least one of said plurality of questions in response to data received from the consumer requesting one or more specific free trade publications; and

means for transmitting said questionnaire to said customer.

29. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising:

means for creating at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications;



means for adding to said questionnaire at least one additional question to said plurality of questions, in response to data received from the consumer requesting one or more specific free trade publications; and

means for transmitting said questionnaire to said customer.

30. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising:

means for creating at least one questionnaire comprising a plurality of questions and a plurality of response selections, relating to said one or more questions, applicable to a plurality of free trade publications;

means for removing from said questionnaire at least one response selection, in response to data received from the consumer requesting one or more specific free trade publications; and

means for transmitting said questionnaire to said customer.

31. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising:

one or more controllers which create at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications; remove from said questionnaire at least one of said plurality of questions in response to data received from the consumer requesting one or more specific free trade publications; and transmit said questionnaire to said customer.

32. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising:

one or more controllers which create at least one questionnaire comprising a plurality of questions applicable to a plurality of free trade publications; add to said questionnaire at least one additional question to said plurality of questions, in response to data received from the consumer

requesting one or more specific free trade publications; and transmit said questionnaire to said customer.

33. A system for generating a questionnaire that is used to determine if a consumer qualifies to receive free trade publications, comprising:

one or more controllers which create at least one questionnaire comprising a plurality of questions and a plurality of response selections responsive to one or more of said questions, applicable to a plurality of free trade publications; remove from said questionnaire at least one response selection, in response to data received from the consumer requesting one or more specific free trade publications; and transmit said questionnaire to said customer.

34. A method of providing free subscriptions to magazines, comprising the steps of:  
presenting one or more questions of a questionnaire, wherein said questions are applicable to a plurality of magazines;

receiving consumer information in response to said one or more questions; and

generating a supplier order for one or more free magazine subscriptions based upon said consumer information.

35. The method of claim 34, wherein said magazines are trade publications.

36. The method of claim 34, wherein generating a supplier order comprises limiting said free subscriptions based upon a counter.

37. The method of claim 34, wherein generating a supplier order comprises offering said free subscriptions to certain magazines ahead of other magazines.

38. The method of claim 34, further comprising the steps of:

presenting a list of potential free magazines; and

receiving consumer selections from said list, wherein said generating of said supplier order is based on said consumer selections.

39. The method of claim 38, wherein said list is substantially hierarchical according to anticipated profit.
40. The method of claim 34, wherein said presenting one or more questions includes presenting groups of one or more questions, a group at a time, and wherein a subsequent group of questions is based on answers to a previous group of questions.
41. The method of claim 34, wherein said questions are presented to an untargeted group of consumers.
42. The method of claim 34, wherein said questions are presented to a general population (population at large).
43. The method of claim 34, wherein said questions are presented to a random group of consumers.
44. The method of claim 34, wherein receiving consumer information comprises storing said consumer information.
45. The method of claim 34, further comprising transmitting said supplier order to one or more respective suppliers of said magazines.
46. The method of claim 34, further comprising:  
presenting a list of potential free magazines;  
receiving consumer selections from said list; and  
presenting further questions based upon said consumer selections.
47. The method of claim 34 wherein said consumer information is received by a voice recognition system.
48. A system for providing free subscriptions to magazines, the system comprising:

means for presenting one or more questions of a questionnaire, wherein said questions are applicable to a plurality of magazines;

means for receiving consumer information in response to questions of said questionnaire; and

means for generating a supplier order for one or more free subscriptions to magazines based upon said consumer information.

49. The system of claim 48, wherein said magazines are trade publications.

50. The system of claim 48, wherein the means for generating a supplier order comprises means for limiting said free subscriptions based upon a counter.

51. The system of claim 48, wherein the means for generating a supplier order comprises means for offering said free subscriptions to certain magazines ahead of other magazines.

52. The system of claim 48, further comprising: means for presenting a list of potential free magazines; and

means for receiving consumer selections from said list, wherein said generating of a supplier order is based on said consumer selections.

53. The system of claim 52, wherein said list is substantially hierarchical according to anticipated profit.

54. The system of claim 48, wherein said means for presenting questions of a questionnaire includes presenting groups of one or more questions, a group at a time, and wherein a subsequent group of questions is based on answers to a previous group of questions.

55. The system of claim 48, wherein said questions are presented to an untargeted group of consumers.

56. The system of claim 48, wherein said questions are presented to a general population (population at large).

57. The system of claim 48, wherein said questions are presented to a random group of consumers.
58. The system of claim 48, wherein the means for receiving consumer information comprises means for storing said consumer information.
59. The system of claim 48, further comprising means for transmitting said supplier order to one or more respective suppliers of said magazines.
60. The system of claim 48, further comprising:
- means for presenting a list of potential free magazines;
  - means for receiving consumer selections from said list; and
  - means for presenting further questions based upon said consumer selections.
61. The system of claim 48 wherein said means for receiving comprise a voice recognition system.
62. A method of providing free subscriptions to trade publications, comprising:
- storing in a first database consumer information received in response to a questionnaire comprising one or more questions, wherein said one or more questions are applicable to a plurality of trade publications;
  - storing in a second database trade publication supplier information;
  - comparing said consumer information in said first database with said trade publication supplier information in said second database; and
  - generating a supplier order for one or more free subscriptions to trade publications based upon said comparison.
63. A system for providing free subscriptions to trade publications, comprising:

a first database for storing consumer information received in response to a questionnaire comprising one or more questions, wherein said one or more questions are applicable to a plurality of trade publications;

a second database storing trade publication supplier information; and

means for comparing said consumer information in said first database with said trade publication supplier information in said second database and for generating a supplier order for one or more free subscriptions to trade publications based upon said comparison.

64. An article of manufacture for causing a computer to provide free subscriptions to trade publications, comprising:

means for causing a computer to store consumer information received in response to a questionnaire comprising one or more questions, wherein said questions are applicable to a plurality of trade publications, in a first database;

means for causing a computer to store trade publication supplier information in a second database; and

means for causing a computer to compare said consumer information in said first database with said trade publication supplier information in said second database and for generating a supplier order for one or more free subscriptions to trade publications based upon said comparison.

65. A method of offering free magazine subscriptions, comprising:

storing in a first database subscription information associated with a plurality of

magazines, said subscription information including

an identifier for said magazine,

an identifier for a publisher,

an identifier for a fulfillment house, and

magazine content codes;  
storing in a second database consumer information associated with a consumer order for one or more free subscriptions to magazines, said consumer information including  
an identifier for said consumer,  
an identifier for said magazine,  
an order for said magazine,  
an order date, and  
consumer content codes;  
comparing said subscription information stored in said first database with said consumer information stored in said second database; and  
generating a supplier order for one or more free subscriptions to magazines based upon said comparison.

66. A system for offering free magazine subscriptions, comprising:

a first database storing subscription information associated with a plurality of magazines, said subscription information including  
an identifier for said magazine,  
an identifier for a publisher,  
an identifier for a fulfillment house, and  
magazine content codes;  
a second database storing consumer information associated with a consumer order for one or more free subscriptions to magazines, said consumer information including  
an identifier for said consumer,  
an identifier for said magazine,  
an order date, and

consumer content codes;

means for comparing said subscription information stored in said first database with said consumer information stored in said second database and for generating a supplier order for one or more free subscriptions to magazines based upon said comparison.

67. A method of providing free subscriptions to trade publications, the method comprising:  
transmitting one or more questions selected from a questionnaire to a plurality of consumers, wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications;

receiving a consumer response to said questions from said consumers; and

determining whether each consumer is entitled to free subscriptions based upon each consumer's response to said questionnaire.

68. A system for providing free subscriptions to trade publications, the system comprising:  
means for transmitting one or more questions selected from a questionnaire to a plurality of consumers, wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications;

means for receiving a consumer response to said questions from said consumers; and

means for determining whether each consumer is entitled to free subscriptions based upon each consumer's response to said questionnaire.

69. An article of manufacture for causing a computer to provide free subscriptions to trade publications, comprising:

means for causing a computer to transmit one or more questions selected from a questionnaire to a plurality of consumers, wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications;



means for causing a computer to receive a consumer response to said questions from said consumers; and

means for causing a computer to determine whether each consumer is entitled to free subscriptions based upon each consumer's response to said questionnaire.

70. A method of receiving free subscriptions to magazines, the method comprising:

transmitting responses to one or more questions selected from a questionnaire, wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications; and

receiving at least one free subscription to a magazine based upon said responses.

71. A system for receiving free subscriptions to magazines, comprising:

means for transmitting responses to one or more questions from a questionnaire wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications; and

means for receiving at least one free subscription to a magazine based upon said responses.

72. An article of manufacture for causing a computer to provide free subscriptions to magazines, comprising:

means for causing a computer to present questions of a questionnaire wherein said questionnaire comprises one or more questions applicable to a plurality of trade publications;

means for causing a computer to analyze consumer information received in response to said questions; and

means for causing a computer to generate a supplier order for one or more free subscriptions to magazines based upon said consumer information.